To: Lauren Pennell
Subject: RE: Axon/Santa Maria PD - Product Demo Follow-Up
Date: Thursday, November 11, 2021 4:35:23 PM
Attachments: image004.png
image005.png
image006.png

Lauren –

Are you available Tuesday or Wednesday next week? I'd like to talk again to make sure I understand the pricing before I make a recommendation to our City. Zoom would be ideal.

Thank you,

Dan

Dan Cohen, Division Commander
Santa Maria Police Department
(805) 928-3781 X-1234

From: Lauren Pennell <lpennell@axon.com>
Sent: Friday, October 29, 2021 1:07 PM
To: Daniel Cohen <dcohen@cityofsantamaria.org>
Subject: Re: Axon/Santa Maria PD - Product Demo Follow-Up

Commander Cohen,

Thank you again for taking the time this morning to meet with Tom, Keith and I!

Attached you will find the Executive Summary we reviewed. I will also follow-up once I hear from our Government Affairs team on the ARPA funding with either documentation or scheduling for a zoom meeting.

Please reach out with any questions in the meantime!

Lauren Pennell

Account Executive - Northwest
M 480.580.3639
lpennell@axon.com
www.axon.com

Accelerate is back November 1-3 - Click to Register!

From: Daniel Cohen <dcohen@cityofsantamaria.org>
Date: Tuesday, October 26, 2021 at 10:41 AM
To: Lauren Pennell <lpennell@axon.com>
Subject: RE: Axon/Santa Maria PD - Product Demo Follow-Up

Yes, that works. Just send an invite.

I look forward to it.

Dan

Dan Cohen, Division Commander
Santa Maria Police Department
(805) 928-3781 X-1234

From: Lauren Pennell <lpennell@axon.com>
Sent: Tuesday, October 26, 2021 8:22 AM
To: Daniel Cohen <dcohen@cityofsantamaria.org>
Subject: Re: Axon/Santa Maria PD - Product Demo Follow-Up

Good Morning, Commander Cohen-

Do you have availability Friday morning to review VR/Taser pricing as well as review the pricing scenarios we discussed during our last call? We are currently available from 8am – 11am PST.

Thank you!

Lauren Pennell

Account Executive - Northwest
M 480.580.3639
lpennell@axon.com
www.axon.com

Accelerate is back November 1-3 - Click to Register!

From: Lauren Pennell <lpennell@axon.com>
Date: Thursday, October 21, 2021 at 4:32 PM
To: Daniel Cohen <dcohen@cityofsantamaria.org>
Subject: Re: Axon/Santa Maria PD - Product Demo Follow-Up

Commander Cohen-

I spoke with my TASER colleague, Tom Richardson, and he would love to hop on a call to do a walkthrough of Taser 7 and VR as well as answer your questions regarding pricing.

Do you have availability early next week for a call with him?

Thank you!

Lauren Pennell

Account Executive - Northwest
M 480.580.3639
lpennell@axon.com
www.axon.com

Accelerate is back November 1-3 - Click to Register!

From: Lauren Pennell <lpennell@axon.com>
Date: Thursday, October 21, 2021 at 2:40 PM
To: Daniel Cohen <dcohen@cityofsantamaria.org>
Subject: Re: Axon/Santa Maria PD - Product Demo Follow-Up

Commander-

Thank you again for your time today! Below I have listed out the links to our product cards that we discussed as well as the outline of the pricing comparisons we will put together for you all.

Product Cards:

1. Officer Safety Plan Product Card & Pricing - OSP Product/Pricing Card
2. Fleet 3 Product Card & Pricing - Fleet 3 Pricing
3. Product Cards for the following "must have" and "nice to have" software:
    - Must Have:
        - Signal Sidearm - Signal Sidearm Product Card
        - Performance - Performance Product Card
    - Nice to Have:
        - Auto-Tagging - Auto-Tagging Product Card
        - Transcription - Transcription Product Card
        - TAP (Hardware Refresh) - TAP Product Card
        - Citizen - Citizen Product Card

Pricing Comparisons:

BWC/Taser:
Quantities: 100 BWC, 4 Admin, 100 Tasers

1. Basic BWC Program without TAP – Include Signal Sidearm & Performance
2. Basic BWC Program with TAP – Include Signal Sidearm & Performance
3. OSP 7 Program – Include Signal Sidearm & Performance
4. Taser 7 a la carte Program (100 Tasers)
5. Basic BWC Program with TAP – Include Signal Sidearm, Performance, Auto-Tagging, Transcription, Citizen
6. VR a la carte

Fleet 3:
Quantity: 40 Vehicles

1. Fleet 3 Basic Program
2. Fleet 3 Basic Program with ALPR
3. Fleet 3 Basic Program with Hardware Costs upfront

Please let me know if you have any questions here!

Lauren Pennell

Account Executive - Northwest
M 480.580.3639
lpennell@axon.com
www.axon.com

Accelerate is back November 1-3 - Click to Register!

From: Lauren Pennell <lpennell@axon.com>
Date: Tuesday, October 19, 2021 at 5:30 PM
To: Daniel Cohen <dcohen@cityofsantamaria.org>
Subject: Re: Axon/Santa Maria PD - Product Demo Follow-Up

Sounds great! I'll send over a calendar invite shortly.

Thank you,

Lauren Pennell

Account Executive - Northwest
M 480.580.3639
lpennell@axon.com
www.axon.com

Accelerate is back November 1-3 - Click to Register!

From: Daniel Cohen <dcohen@cityofsantamaria.org>
Date: Tuesday, October 19, 2021 at 5:00 PM
To: Lauren Pennell <lpennell@axon.com>
Subject: RE: Axon/Santa Maria PD - Product Demo Follow-Up

Yes, I'm available all day Thursday and Friday, 8am to 4pm PST. Set it up for anytime.

Dan

Dan Cohen, Division Commander
Santa Maria Police Department
(805) 928-3781 X-1234

From: Lauren Pennell <lpennell@axon.com>
Sent: Tuesday, October 19, 2021 4:50 PM
To: Daniel Cohen <dcohen@cityofsantamaria.org>
Subject: Re: Axon/Santa Maria PD - Product Demo Follow-Up

Commander Cohen,

I hope this finds you well!

Do you have availability this Thursday or Friday for a zoom call to review our packages and associated pricing?

Let me know what works best for you - Thank you!

Lauren Pennell

Account Executive - Northwest
M 480.580.3639
lpennell@axon.com
www.axon.com

Accelerate is back November 1-3 - Click to Register!

From: Lauren Pennell <lpennell@axon.com>
Date: Tuesday, October 12, 2021 at 5:23 PM
To: Daniel Cohen <dcohen@cityofsantamaria.org>
Subject: Re: Axon/Santa Maria PD - Product Demo Follow-Up

Commander Cohen-

Thanks again for reaching out today!

I was informed this afternoon that we have a webpage specifically built out for ARP funding which I have linked below. Here you will find the “Fact Sheet” we discussed as well as an on-demand

webinar and eligibility/justification language. If you need any more assistance on this piece, I'm happy to either setup some time with our Government Affairs team or loop them into an email thread.

https://www.axon.com/arp

I'll start working on pricing and will reach out to schedule some time to review as well!

Thank you,

Lauren Pennell

Account Executive - Northwest
M 480.580.3639
lpennell@axon.com
www.axon.com

Accelerate is back November 1-3 - Click to Register!

From: Lauren Pennell <lpennell@axon.com>
Date: Thursday, October 7, 2021 at 6:49 AM
To: Daniel Cohen <dcohen@cityofsantamaria.org>, Jack Dunn <jdunn@cityofsantamaria.org>, rmengel@cityofsantamaria.org <rmengel@cityofsantamaria.org>, Mark Sterker <mstreker@cityofsantamaria.org>, wvega@cityofsantamaria.org <wvega@cityofsantamaria.org>, Jesus Valle <jvalle@cityofsantamaria.org>
Cc: Evan Bates <ebates@axon.com>, Stacey Chadderton <schadderton@axon.com>
Subject: Axon/Santa Maria PD - Product Demo Follow-Up

Santa Maria PD-

Thank you again for the opportunity to come out and demo Axon's solutions in the In-Car, Body Worn Camera and Digital Evidence Management spaces. Attached you will find the Body Worn Camera spec sheet we reviewed during our discussion as well as our spec sheet for Fleet 3.

Please feel free to send over any questions as you discuss internally – We look forward to hearing from you and discussing next steps.

Thank you!

Lauren Pennell

Account Executive - Northwest
M 480.580.3639
lpennell@axon.com
www.axon.com

Accelerate is back November 1-3 - Click to Register!

From: lpennell@axon.com
When: 12:00 PM - 3:00 PM October 6, 2021
Subject: Axon/Santa Maria PD - Product Demo
Location: Santa Maria City Police Department (1111 W Betteravia Rd, Santa Maria, CA, United States)

LT Mengel-

Thank you for the opportunity to come onsite to demo our solutions – We look forward to meeting you all! Please feel free to forward to anyone you feel should be in attendance.

Thank you!

Lauren Pennell
Axon – Account Executive
C: 480-580-3639
E: Lpennell@axon.com